

ORDER



KLAS

Orders
Order / Rev: 35852
Alt Order #: 08802038
Product Desc: Issue
Estimate: 1193
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 05/16/12 / 10/10/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DCCC
Demographic: A35+
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	41	\$95,100.00	\$80,835.00
10/29/12	10/29/12	5	\$5,500.00	\$4,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$95,100.00	\$80,835.00	0.00
November 2012	5	\$5,500.00	\$4,675.00	0.00
Totals	46	\$100,600.00	\$85,510.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$100,600.00
Market	100%	\$335,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$83,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,766.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
8 NEWS NOW AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2			\$1,000.00		0.00			
E 2	8	10/23/12	10/29/12		CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F														
8 NEWS NOW AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$1,200.00		0.00			
E 4	8	10/27/12	10/27/12	CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
CBS Early Show - Sat.														
CBS THIS MORNING SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$550.00		0.00			
E 6	8	10/28/12	10/28/12	CBS News Sunday Morn	CM	CBS Sunday Morn-----S	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
CBS News Sunday Morning														
CBS NEWS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,000.00		0.00			
E 9	8	10/23/12	10/29/12	Live w/Kelly	CM	9-10a MTWTF--	:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00
Live With Regis & Kelly														
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$850.00		0.00			
E 11	8	10/23/12	10/29/12	8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00
8 News Now Noon M-F														
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$850.00		0.00			
E 12	8	10/23/12	10/29/12	Ellen	CM	3-4p MTWTF--	:30	3	\$1,000.00	LV2	0.00	NM	3	\$3,000.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,000.00		0.00			
E 14	8	10/28/12	10/28/12	Sun 530-6p Ins Ed Wknd	CM	530-6p -----S	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
Inside Edition Wknd														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$650.00		0.00			
E 15	8	10/23/12	10/29/12	8 News Now 4p M-F	CM	4-5p MTWTF--	:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
8 News Now 4p M-F														
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,300.00		0.00			
E 16	8	10/23/12	10/29/12	8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	3	\$1,500.00	LV2	0.00	NM	3	\$4,500.00
8 News Now 5-630p M-F														
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,500.00		0.00			
E 18	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p -----S- (6:30 PM-7:00 PM)	:30	1	\$800.00	LV2	0.00	NM	1	\$800.00
8 News Now Sat 5-7p														
8 NEWS NOW AT 630PM-SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$800.00		0.00			
E 21	8	10/23/12	10/29/12	630-7p Inside Edition	CM	630-7p MTWTF--	:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
Inside Edition														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,300.00		0.00			
E 22	8	10/23/12	10/29/12	7-8p Rotator	CM	7-8p MTWTF--	:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
7-8p Rotator														
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,300.00		0.00			
E 23	8	10/27/12	10/27/12		CM	7-8p -----S-	:30	1	\$600.00	LV2	0.00	NM	1	\$600.00

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